

## ABSTRACT

The display of images comprising animated microstructures can be used to create beautiful information and publicity sites attracting the attention of clients. Especially for clients visiting Web sites, images with animated microstructures are capable of forwarding a message incorporated into the animated microstructure (e.g. an advertisement).

The present invention discloses a method for creating, respectively, displaying a target image with an animated microstructure, where the target image is made of a succession of target image instances which differ from each other by an embedded microstructure which evolves over time. An animated microstructure image requires the definition of an original image, an embedded microstructure, a transformation describing how the microstructure evolves over successive image instances, possibly a warping transformation mapping the target image space into the animated microstructure and possibly a set of basic colors for rendering target image instances.

The invention also comprises a computing system capable of displaying an image with an embedded microstructure evolving over time, where from far away mainly the image is visible and from nearby mainly the evolving microstructure is visible.